

Explaining the Waxahachie Smoke-Free Air Ordinance 2757: A Guide for Business Owners, Operators, and Managers

Become Informed

- Review and download the full language of the ordinance at <http://www.waxahachie.com/images/City2/files/Ordinance%202757.pdf>
- Call Smoke Free Waxahachie at 972-937-1042 if you need help understanding the ordinance or the city's protocol for compliance.

Set the Stage

- Meet with your employees before September 18, 2014. Explain your business strategy for helping customers feel comfortable about the change. Affix smoke-free signs at all entrances by September 18, 2014. Temporary signs will be included in this packet. If you need additional signs, printable versions can be found on the city website at www.Waxahachie.com.
- It is important that employees project a positive and inclusive attitude about going smoke-free: "Customers who smoke are welcome, but they must smoke 25 feet away from our building."
- Tell your customers that the ordinance is about protecting public health; there is no risk-free level of exposure to secondhand smoke.
- Review your business policies for dealing with problem customers and encourage your employees to follow these same policies with anyone who smokes inside your establishment. (Past experience shows a kind reminder is normally all that is needed.)
- Discuss the benefits to your business:
 - This protection is for everyone, including smokers.
 - Employees who work in a smoke-free environment typically miss fewer work shifts due to illness than those who do not.
 - Cleaning costs may be significantly reduced.
 - Since the risk of fire is reduced, fire insurance may cost 25-30% less for a smoke-free business.
 - Many insurance companies offer discounts on life, disability, and health insurance for non-smokers.
- Share the materials in your Business Implementation Kit with your employees.
 - Explain to them your requirements for posting signage at all public entrances.
 - Review your plan for removing and discarding ashtrays from your business.
 - Printable signs will be available on www.Waxahachie.com.
- Offer information about Texas Quit Now to employees who smoke. Free help is available by calling toll-free to 1-877-YES-QUIT (1877-937-7848).

Keep Your Customers Informed

- Inform customers in advance that your establishment, with all Waxahachie places of employment, will go smoke-free.
- Post signs and encourage your employees to discuss going smoke-free in a positive manner with patrons, especially with your regular customers.
- Consider staging a smoke-free celebration. In the process of planning and publicizing the event, your customers will learn to expect a smoke-free establishment.

Steps for Your Business's First Smoke-Free Day – September 18, 2014

- Post no-smoking signs at all public entrances.
- Remove and discard all ashtrays from your business.

Celebrate Smoke-Free Waxahachie! Our Health Depends On It!